The California Political Precinct Index (and Fiscal Index!)
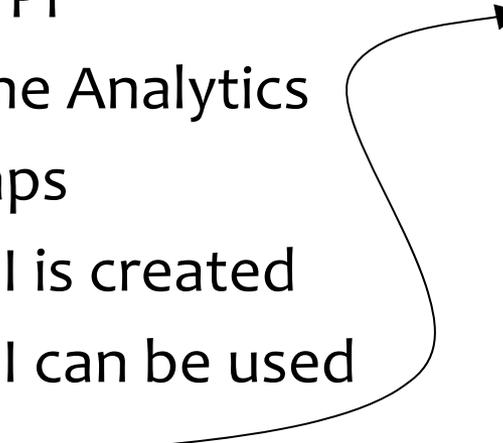
The most detailed statewide political precinct index available

David Latterman

Fall Line Analytics

dlatterman@flanalytics.com

415-407-8256

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<u>Case studies</u>

- Assembly districts
- Parental notification
- 2008 results
- Special election 2005
- Infrastructure bonds
- 2006 Gubernatorial primary

About the CPPI

- The CPPI is a <u>single-number political index</u> that ranks almost every precinct in California on a 0-100 liberal-to-conservative scale*
- The CPPI is <u>very accurate and predictive</u> for understanding how people vote, especially when combined with demographic, registration, and polling data
- There are actually **two** separate indices –
    - a ***general index*** that is useful for any issue
    - a ***specialized fiscal index*** that is <u>extremely</u> accurate for bond and tax measures
- The CPPI and Fall Line's strategic consulting is available for ballot measure and candidate campaigns now, for any California political geography

* over 19,000 precincts

How it can be used

- Voter targeting in statewide races for direct mail, field outreach, and other media
  - *should we target suburban women in Orange County or San Diego?*
- Analyzing potential success of ballot measures and candidate races
  - *which of these two competing tax measures has a better shot in our State Senate district?*
- Determining "swing" areas for any candidate or measure
  - *who is in the middle for <u>this</u> social issue?*
- Integrated with polling
  - *let's ask older voters in the most liberal precincts…*
- Correlated with precinct demographic, psychographic, and registration statistics
  - *a complete picture of the electorate*
- Seeing where the elected official doesn't necessarily "fit" the electorate
  - *where can we gain seats? who has the best shot for this <u>open</u> seat?*
- Challenging assumptions as to who really votes how
 - *who isn't voting the party line…?*

About Fall Line Analytics

- Fall Line Analytics is an opinion research, demographic/statistical analysis, and GIS mapping research firm located in San Francisco, CA
- We provide advanced polling, voter analysis, strategic consulting, field programs, targeted walk/mail/phone lists, and district maps with data overlays
- Principal: David C. Latterman
- We serve political, organizational, municipal, and corporate clients
- We work for Democrats in partisan races; for other issues and races we're independent (but usually lean left)

California maps showing each index

All Political Issues

Fiscal Issues
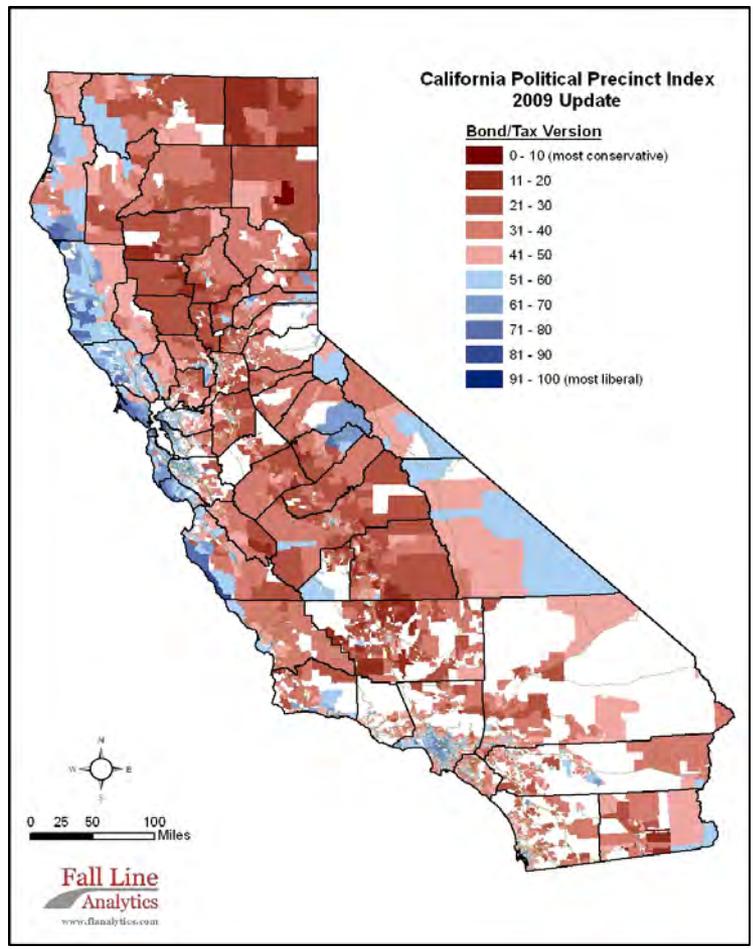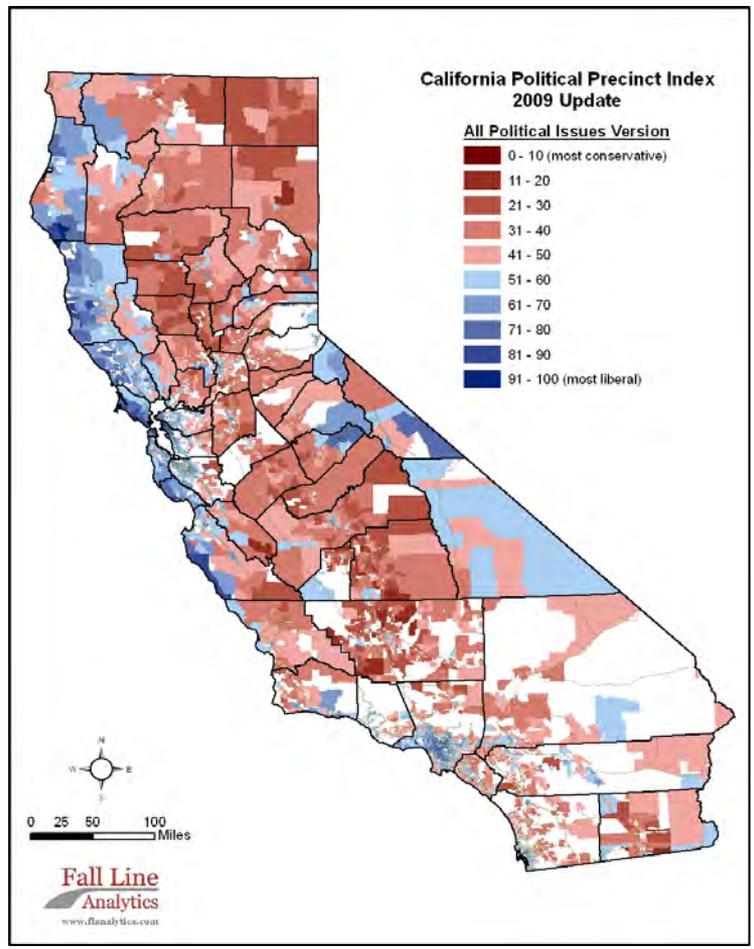
Note: nearly all precincts with over 20 registered voters are shown

How the CPPI is created

- The CPPI indices are modeled after the well-known San Francisco Progressive Voter Index, a factor analysis built from relevant ballot measures over the past several years

- Precincts across California from different years have been geographically <u>standardized</u>, allowing us to do direct year-to-year comparisons, and use the indices for <u>*any* political geography</u> **moving forward**

- The **Political** Index is made from statewide social, administrative, tax, and bond measures. The **Fiscal** index is made from bond and tax measures*

* Political Index: Props 61,63,66,67,71,72,84,85,86,87,89; Fiscal index: Props 63,67,71,86-89

Case study #1: Analyzing how well Assembly members match the CPPI

A standard boxplot of each Assembly District, shown by descending CPPI mean score, shows the <u>accuracy of the index</u>. The box is colored by whether the representative is a Democrat or Republican. Notice the transition area around CPPI = 50 (right in the middle), and the consistency of Democrats to the left and Republicans to the right.
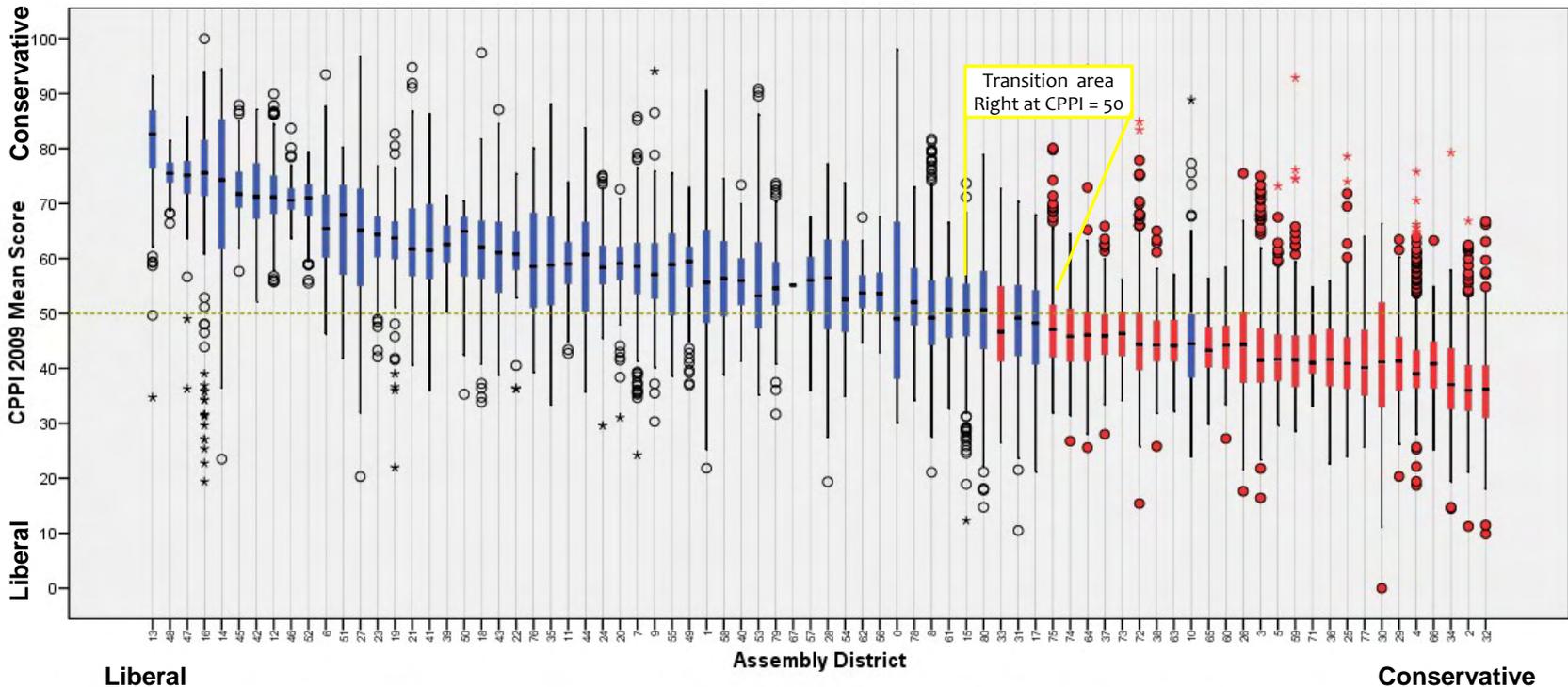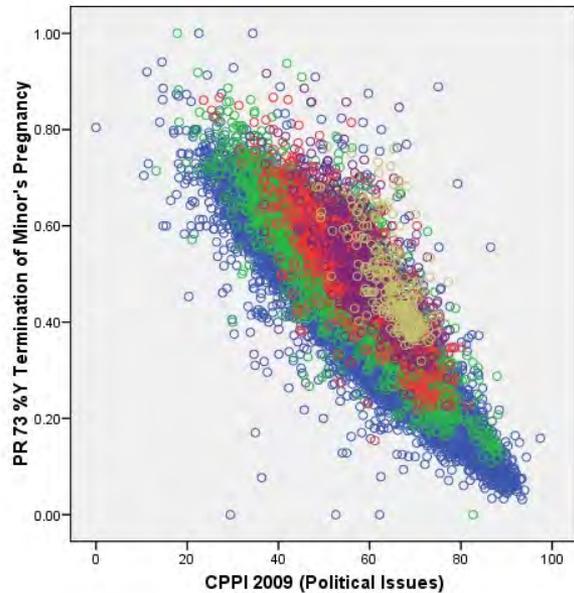
Case study #2: Parental Notification (1)
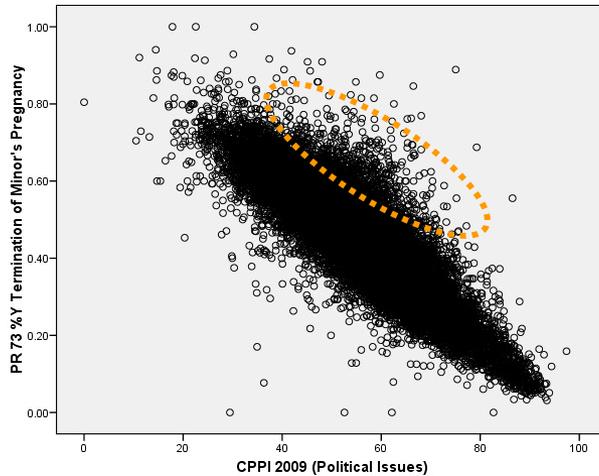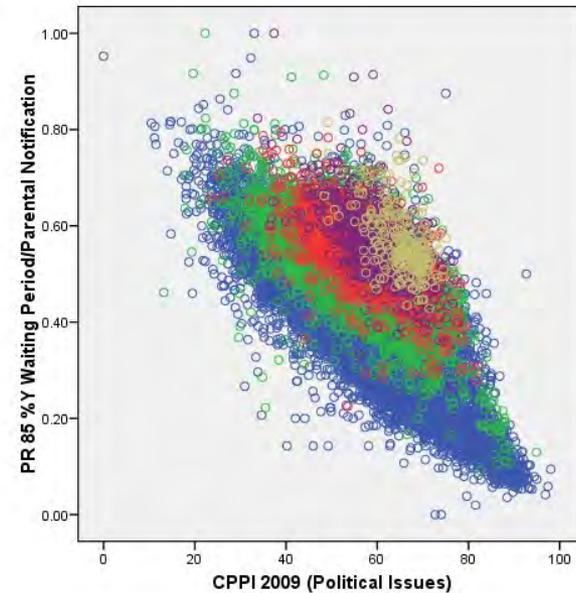

Prop 73, 11/05
(47.2% yes)
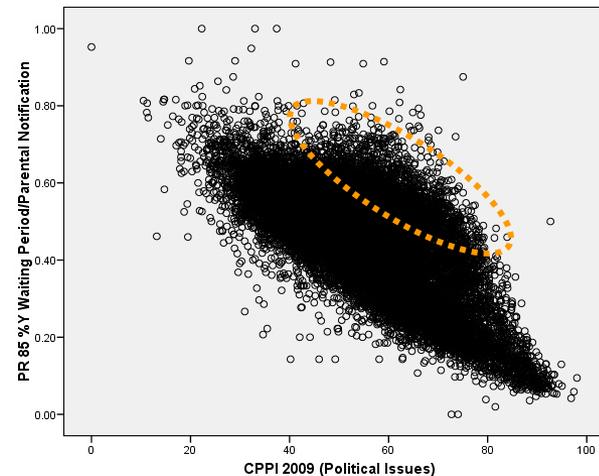
Prop 85, 11/06
(45.8% yes)

- Very strong correlation for both years with CPPI
- Noticeable anomaly of <u>high-CPPI precincts</u> (liberal) that voted relatively *highly* on parental notification
- Why?...

Case study #2: Parental Notification (2)
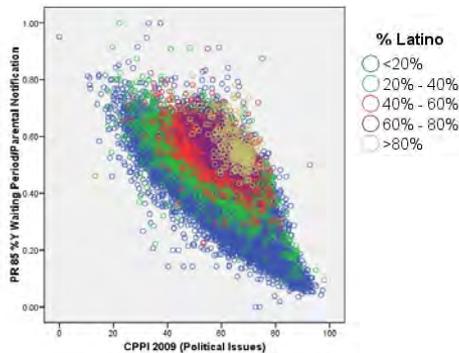

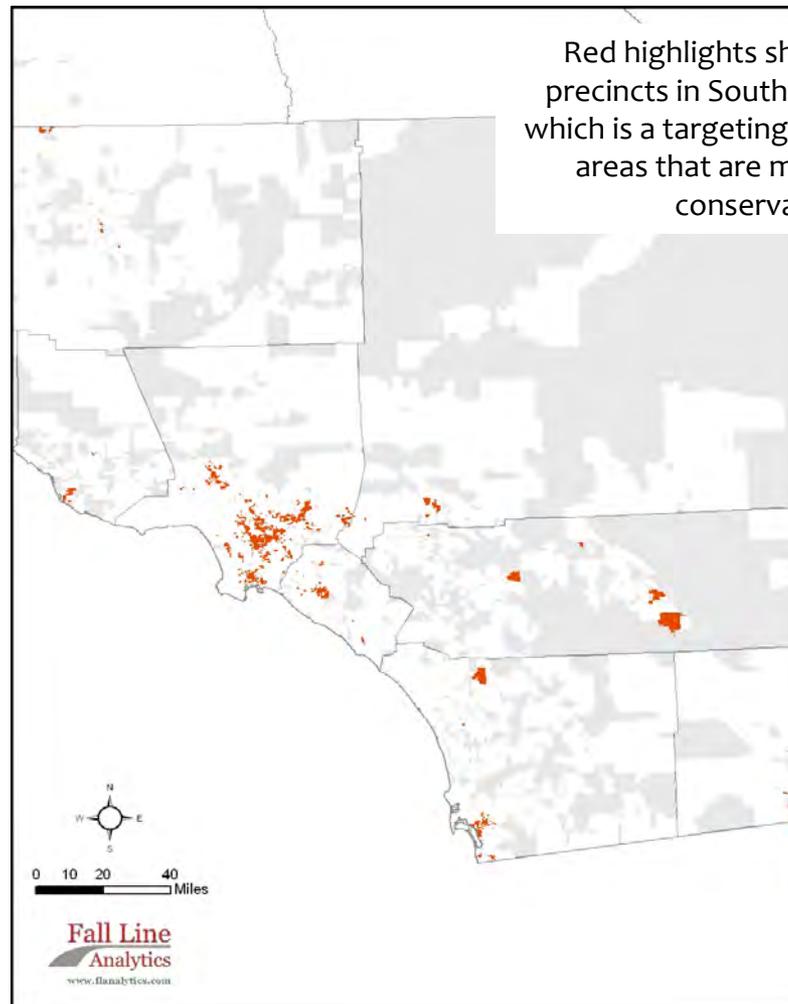Prop 73, 11/05
(47.2% yes)

Prop 85, 11/06
(45.8% yes)

- Clear pattern of high concentration of <u>Latino</u> voters with yes on parental notification, despite an *otherwise liberal* voting pattern
- Crucial for future targeting efforts on similar social issues

Case study #2: Parental Notification (3)

Here, we look at precincts that have CPPI > 60 and voted yes on 85 over 50%. In other words, we can see relatively liberal precincts that are socially conservative on these types of issues


Prop 85, 11/06
(45.8% yes)

Red highlights show selected precincts in Southern California, which is a targeting guide to liberal areas that are more socially conservative

Case study #3: A look at 2008 results

- A **county-wide** correlation with the CPPI with % Obama, Prop 4 (Parental Notification), and Prop 8 (Ban on Same-Sex Marriage) show powerful and consistent trends

- % Obama and % Prop 8 correlate <u>extremely well</u> (R^2 of nearly 0.9). With Prop 4, we see less of a correlation, like with Props 73 and 85, due to voters who are liberal yet socially more conservative on this issue

- Notice the 50% vote mark for Prop 4 is CPPI ~ 45, and it's CPPI ~ 53 for Prop 8. This indicates the swing voter for Prop 8 was actually <u>more liberal</u> than that for Prop 4

- Swing precincts (and who lives in them) can be identified statewide for similar measures in the future
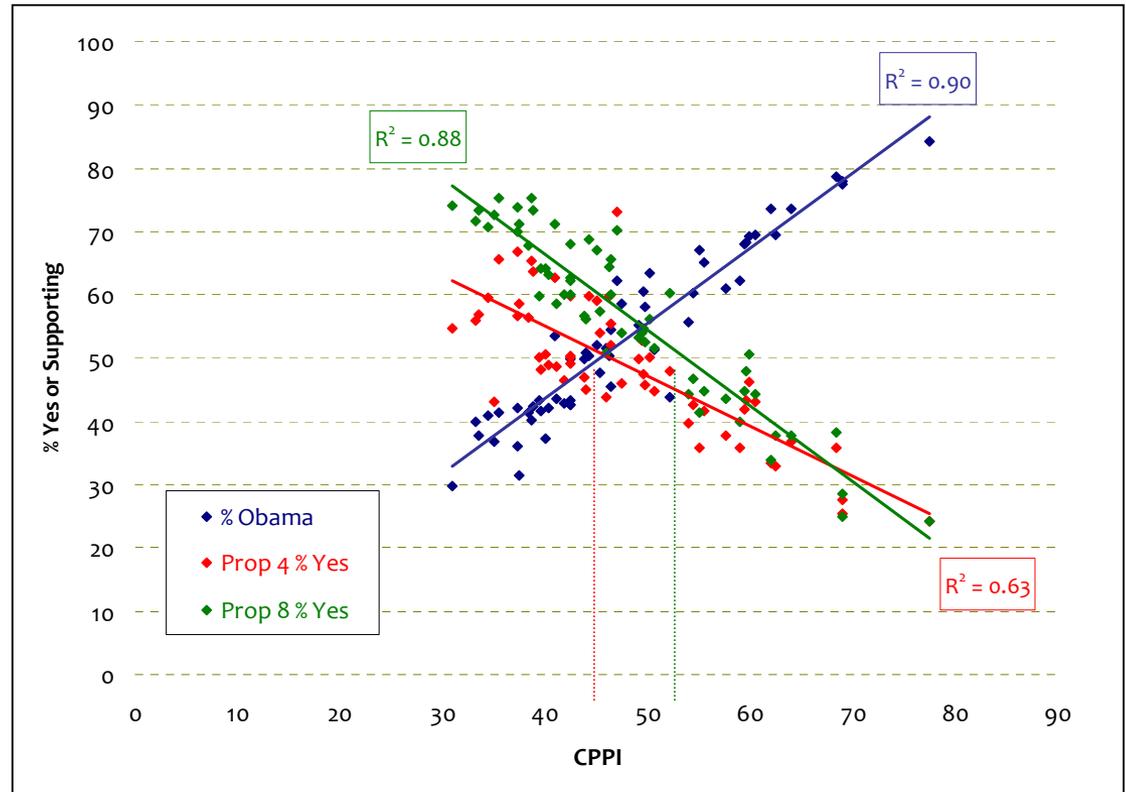
# Case Study #4: Correlation to 2005 special election

With the upcoming Special Election, the CPPI correlates <u>extremely well</u> to the last one in 2005. The CPPI can discern the subtle differences of the results of similar measures, and shows clearly the make-up of the swing precincts. We look to see what the CPPI is where the vote percentage is 50% - that's the "middle" for this issue. Then, we can analyze and target appropriately for the next one!
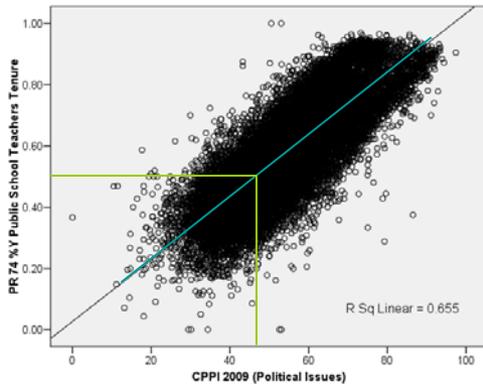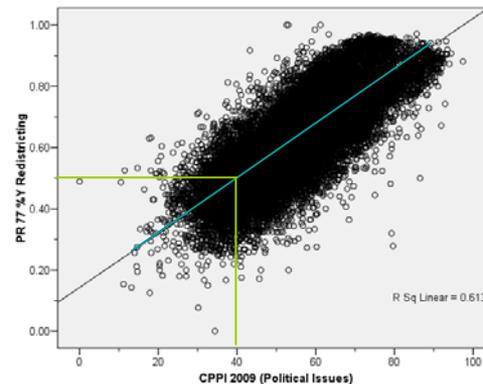

Prop 74
(45% yes)

Swing vote
is CPPI = 46
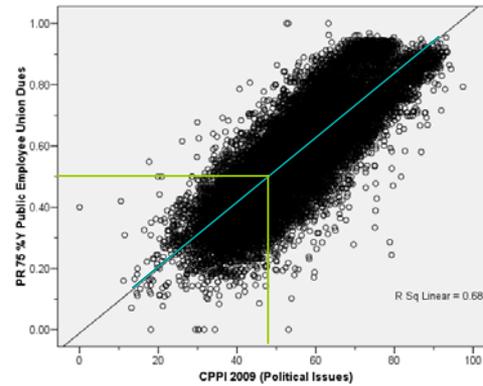
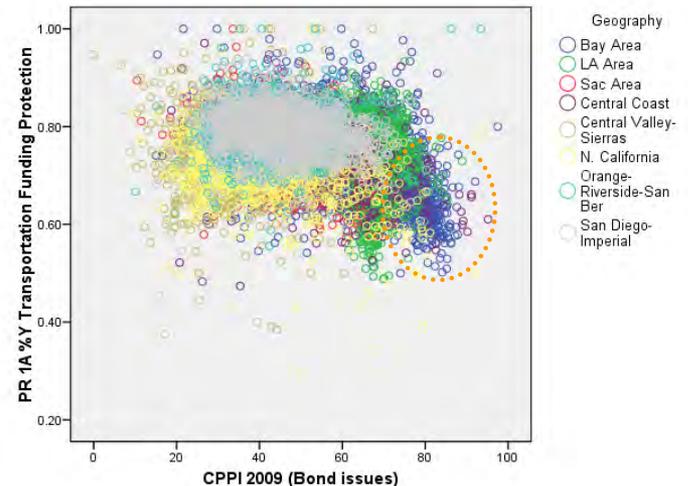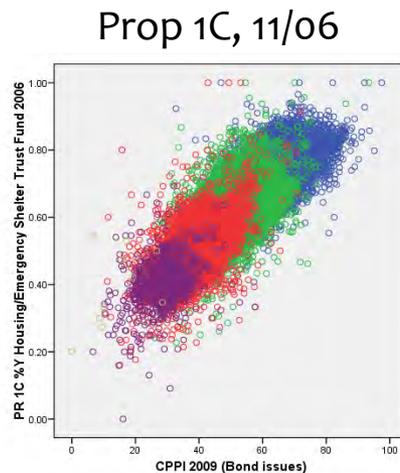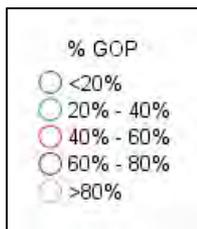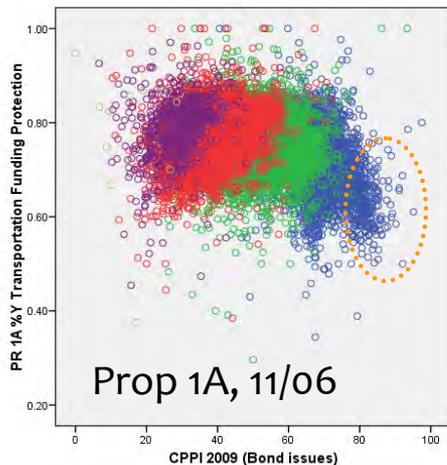Prop 75
(47% yes)

Swing vote
is CPPI = 49
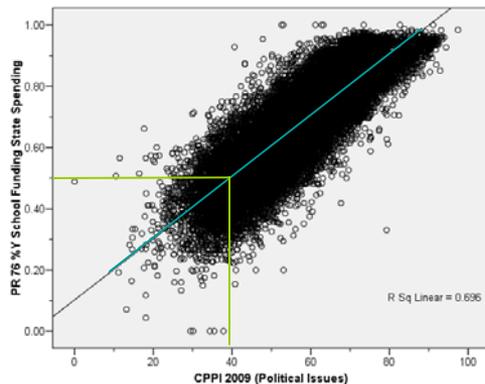
Prop 76
(38% yes)

Swing vote
is CPPI = 40

Prop 77
(40% yes)

Swing vote
is CPPI = 40

# Case study #5: using the fiscal index on infrastructure bonds

In 2006, props 1A (transportation funding) and 1C (housing/shelter fund) had different results, despite being part of the same bond package. 1A received 77% yes and 1C received 58% yes. Looking at the correlation with **Fiscal** Precinct Index, colored by precinct % GOP, we see 1C fell upon more traditional ideological lines. But 1A, which did very well overall among near all voters, has an interesting tail that showed a little less support among the most liberal precincts.

Prop 1A, 11/06

Prop 1C, 11/06

% GOP
- <20%
- 20% - 40%
- 40% - 60%
- 60% - 80%
- >80%

Geography
- Bay Area
- LA Area
- Sac Area
- Central Coast
- Central Valley-Sierras
- N. California
- Orange-Riverside-San Ber
- San Diego-Imperial

Looking at 1A by geography, we find that the very liberal Bay Area didn't approve quite as much of funding going to highways (as perceived).

Case study #6:
Angelides/Westly Dem '06 primary

- Looking at the 2006 Democratic Gubernatorial primary will help chart strategies for the 2010 primaries

- In 2006, Phil Angelides was the more liberal 'establishment' Democrat, while Steve Westly was the pro-business 'centrist'

- Angelides won the primary, but below is a map of precincts with CPPI > 60, and voted over 50% for Westly

- Therefore, we can see a map of California precincts and geographies that are liberal, yet were willing to support a more moderate Democratic candidate. Demographic study will show us who lives there

- Candidates can use this info for successfully targeting areas they may have avoided

Blue highlights show these precincts in Northern California
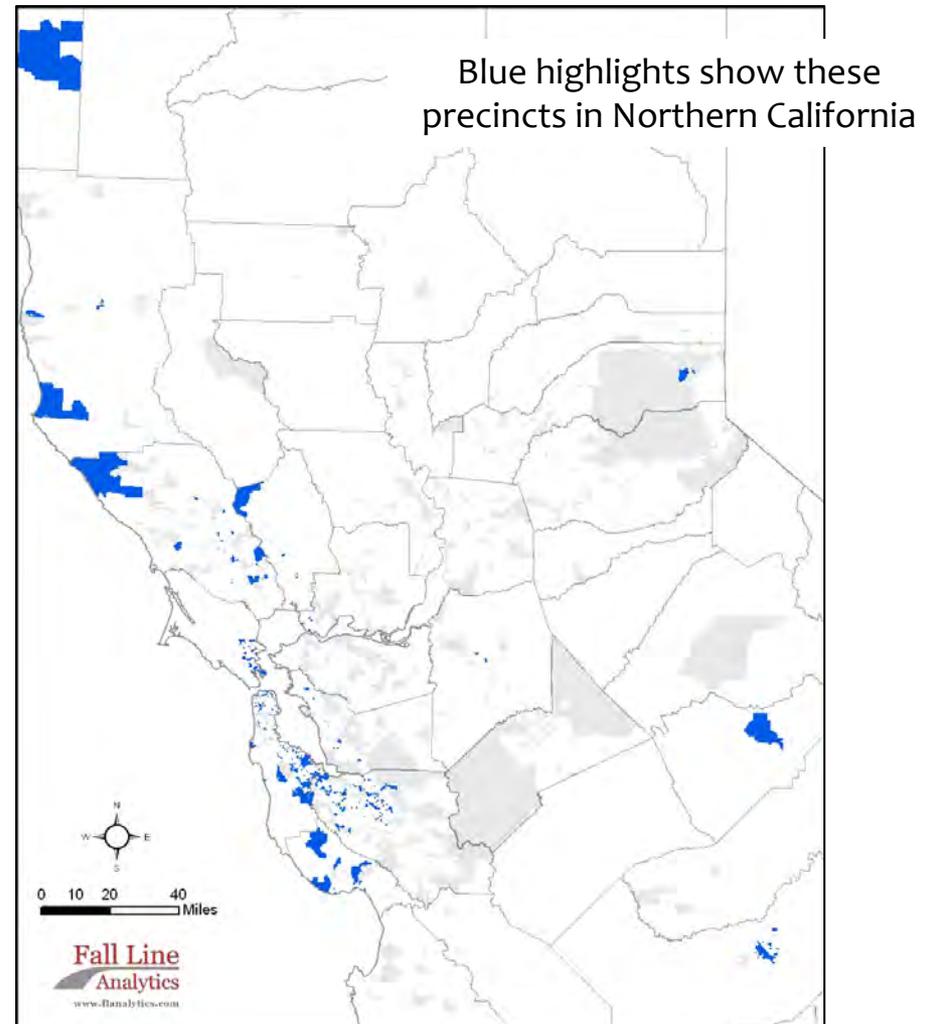
Summary

- The two CPPI indices are excellent predictors of how precincts (and their constituents) will vote in different kind of elections

- Used with demographic, psychographic, and registration data, they provide a clear picture of how different kinds of people are likely to perceive a race

- Can help with targeting voters, poll questions, field efforts, marketing, and overall strategy

Use of the CPPI

- Fall Line Analytics offers use of the CPPI, and strategic consulting to maximize its use
- CPPI values have to be matched to current precincts, given yearly changes, and your specific geography
- Fall Line Analytics can produce strategic reports and based on the CPPI, polling, precinct demographics, and registration statistics. This is the most advanced analytical intelligence you can buy
- Data and consulting pricing run depends on scope of work and geographic size of the electorate